



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Persona's name

Short summary of the persona

Spending behaviour means disbursing money to an action, an environment or a people to satisfy needs & wants

Helps to analyse the factors affecting spending behaviour of the customers

Helps marketers to identify the opportunities for growth

Helps businesses to make better decisions to improve their product & service

Advertisements and sales promotion lead people to make impulse purchases

Low interest rate will increase spending

Get a clear idea about spending behaviour

Marketers can understand the factors that are changing so that marketing efforts can aligned accordingly

Optimizing the marketing strategies to meet the expectations of the customers

Gives ideas to enhance customer engagement to drive revenue growth

Have a deep understanding of marketing

Spending behaviour determines the economy of the nation